

ABSTRACT

A display apparatus, which makes one pixel displayable in four colors, that is, three primary colors and a white color, and inputs and displays chrominance signals corresponding to a mixing ratio of the four colors, includes a color correction instrument which performs first color correction of increasing the saturation of chrominance signals, and a second color correction of decreasing at least the saturation of the chrominance signals, when a predetermined color component exists in the chrominance signals corresponding to a pixel, selection instrument which switches temporally and selects either of first chrominance signals obtained by the first color correction, and second chrominance signals obtained by the second color correction, and a display instrument which displays the chrominance signals, which are selected, in the pixel.